

ABSTRACT OF THE DISCLOSURE

5 A pricing device, method and system that serve as electronic coupons which replace paper coupons which are widely used in advertising discounts on packaged goods. The device includes a Universal Product Code scanner that scans the bar codes of products on a vendor's shelves, a display means which communicate to the user the bar codes of the selected products and related product information. The device also enables wireless connectivity with a database, preferably housed in the vendor's establishment. The database includes customer data files, shopping history profiles, and a control means which computes and communicates to the user discounts offered by the manufacturer, and computes a personal price to that user for a given product. In one embodiment, the device also includes function keys that enable the device to be activated and cleared, and for product indicia to be selected or recalled.

10

FOUO - 6/22/99